

Sample Message Sheet: Winnetka-Northfield Public Library

Key Message

We're up when you are: 24 hours a day.

www.winnetkalibrary.org

Talking Points

- Our website is an online branch library with a wonderful array of resources ...
Encyclopedias,
Financial tools such as *Morningstar*,
Tumblebooks, a cool online story time for kids
...and so much more.
- The library pays for premium online subscriptions, so you don't have to.
- We give you a world of safe, reliable resources beyond the Internet, and you can use them all in your PJs.
- All you need is a library card.

We'll be glad to give you a personal tour of the website and find the best tools for you. Come in or call for an appointment. . .

Statistics

The library has more than 35 online subscriptions and close to four hundred online reference books that you can use from home 24 hours a day.

Stories/Examples

Resident Robert Leonard explained his use of the *Historical New York Times* database while researching and writing an article for *Coin World* magazine. He said, "In five hours, without leaving the house, I wrote it and emailed it to the editor. This database has value!"

During the middle of the night our most popular online resources are *Morningstar* and the genealogy subscription site *Heritage Quest*.